Met Office ranked as top ten social brand

29 May 2012 - The Met Office has made it into the top ten social brands in the Headstream Social Brands 100 list for 2012.

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Our Facebook account fared particularly well and was the eighth top performing brand on this platform. On Twitter, we scored highly for speed of response and mentions of other Twitter accounts.

The ranking takes into account the range of engagement across Facebook , Twitter , YouTube , Google+ and our blog .

Charlotte Howells, Social Media and online communications Manager said: "The weather is something we all love to talk about and we want to be at the centre of those conversations about our ever changing weather and climate. We are absolutely delighted to have been recognised by social brands 100 and look forward to carrying on the conversations we are having with the public about the weather."

The top 100 brands are put through a rigorous and independent judging process with an expert panel of judges from companies including Google, YouTube and Twitter helping to determine the final ranking position.

Social Brands 100 was created by social specialist agency Headstream in 2011 as an initiative to identify and acknowledge those brands leading the way in the social age. Now in its second year, Social Brands 100 has established a position as one of the leading rankings of social media performance.

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